

WBTS-serving the local community

News/Weather

The only news we do on a regular basis is entertainment related. We do, however do hourly weather reports 6a-7p. On our website we have a link to www.accessatlanta.com, which carries local news, jobs, weather, etc.

Public Affairs

WBTS airs two public affairs programs a week...Athens Beat and Viewpoints. Athens Beat is a 30 minute program produced in house by midday talent Melissa Moran and focuses on events concerning our city of license, Athens, GA.

Viewpoints is a 30 minute syndicated program that covers various topics, from teen drinking to financial matters to the presidential election

We also run two fifteen second PSA's a day, with topics ranging from drunk driving to an upcoming blood drive

Creating or Selecting Programming

WBTS does extensive research on the Atlanta market to determine the type of programming we provide. For programming in general we do auditorium tests/focus groups and conduct polls of the audience. We also review all emails/letters from listeners. We also have an open door policy and when requested, we will meet with local citizens/citizen groups and public leaders.

Emergency Programming

When an emergency situation occurs in Atlanta, such as the recent Hurricanes or any really bad weather, we run 2 weather reports an hour from our sister news/talk station, WSB-am. We also run news reports concerning big fires, traffic situations, explosions, plane crashes...any big event that effects the Atlanta metro.

We also participate in Amber and EAS and run these reports as they happen.

Civic, Cultural and Other Community-Responsive Programming

We cover various local events that interest our audience. The Dogwood Festival in Piedmont Park is an example. We also do appearances at local high school pep rallies and sporting events.

Music

We meet with local artists/promoters as they set up appointments...usually on a weekly basis. Local groups such as Dukes Of Deville, The BMF clique and Bubba Sparxx are just a few local artists that have come by the station lately to

promote their music. We also meet with local labels, such as So So Def on a regular basis. And since we are in Atlanta it's hard not to play local artists, such as Outkast, Usher, Ying Yangs Twins, Lil' Jon, Youngbloodz and many others.

Station Participation in community activities

We get involved with non-profit/charity groups from time to time, such as Kicks for Kids, which are currently doing in conjunction with Kroger food stores and the Salvation Army.